ESTTA Tracking number:

ESTTA638844 11/13/2014

Filing date:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Braniff International Property Company			
Entity	Corporation Citizenship Texas			
Address	PO Box 542451 Dallas, TX 75354 UNITED STATES			

Attorney information	Matthew H. Swyers The Trademark Company, PLLC 344 Maple Avenue West, PBM 151
	Vienna, VA 22180 UNITED STATES mswyers@thetrademarkcompany.com Phone:800-906-8626 x100

Applicant Information

Application No	86278358	Publication date	10/14/2014
Opposition Filing Date	11/13/2014	Opposition Peri- od Ends	11/13/2014
Applicant	Braniff Holdings, Inc. 200 Park Ave., Suite 1700 New York, NY 10166 UNITED STATES		

Goods/Services Affected by Opposition

Class 039. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Transportation of passengers and/or goods by air

Applicant Information

Application No	86319634	Publication date	10/21/2014
Opposition Filing Date	11/13/2014	Opposition Peri- od Ends	11/20/2014
Applicant	Braniff Holdings, Inc. 200 Park Ave. New York, NY 10166 UNITED STATES		

Goods/Services Affected by Opposition

Class 039. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Air transportation of passengers and freight

Grounds for Opposition

False suggestion of a connection	Trademark Act section 2(a)
The mark is primarily merely a surname	Trademark Act section 2(e)(4)

Attachments	Notice of Opposition.pdf(92714 bytes)
	Notice of Opposition Exhibits.pdf(2848288 bytes)

Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Matthew H. Swyers/
Name	Matthew H. Swyers
Date	11/13/2014

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE The Trademark Trial and Appeal Board

634,		
IONAI	L AIRWAYS,	
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:	Opposition No.	
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		TIONAL AIRWAYS, : : : :

NOTICE OF OPPOSITION

COMES NOW Opposer, Braniff International Property Company (hereinafter "Opposer"), and pursuant to the applicable provisions of the TBMP files the instant Notice of Opposition against the registration of Applicant Braniff Holdings, Inc.'s (hereinafter "Applicant") applied-for marks **JEJJ** and BRANIFF INTERNATIONAL AIRWAYS as more fully set forth in Serial Nos. 86/278,358 and 86/319,634. Opposer believes that it will be damaged by the registration of Serial Nos. 86/278,358 and 86/319,634 for the marks **JEJJ** and BRANIFF INTERNATIONAL AIRWAYS and, accordingly, requests that this honorable tribunal to grant the instant opposition and not permit the applied-for mark at issue to register.

Grounds for Opposition

As grounds for the instant Notice of Opposition, it is alleged that the registration of Applicant's marks and BRANIFF INTERNATIONAL AIRWAYS as more fully set forth in Serial Nos. 86/278,358 and 86/319,634 (hereinafter "Applicant's Marks") are primarily merely a surname and cause a false association with a company to which they have no rights in.

Statement of Facts

In support of the instant Notice of Opposition, it is alleged that:

- Opposer is a Texas Corporation with a principal mailing address of PO Box 542451, Dallas, Texas 75354.
- 2. Opposer and/or its predecessors in interest has been working towards restoration and reuse of the historic Braniff Building at the Dallas Love Field Airport since at least as early as 2009. *See* Exhibit A.
- 3. Based upon information and belief, Applicant is an Indiana Corporation with a principal place of business located at 200 Park Avenue, Suite 1700, New York, New York 10166.
- 4. On May 12, 2014 Applicant filed an application to register the trademark used in connection with "Transportation of passengers and/or goods by air," covered in International Class 39 which was assigned Application No. 86/278,358 and on June 25, 2014 Applicant filed an application to register the trademark BRANIFF INTERNATIONAL AIRWAYS used in connection with "Air transportation of passengers and freight" covered in International Class 39 (hereinafter collectively "Applicant's services") which was assigned Application No. 86/319,634.
- 5. Upon information and belief, the Applicant's applications were filed on an Intent-to-Use basis, and have yet to be used in commerce.

Count I Mark is Primarily Merely a Surname

- 6. Opposer hereby incorporates Paragraphs 1 through 5 as if fully set forth herein.
- 7. The applied-for marks fall within the prohibition set forth in 15 U.S.C. § 1052(e)(4) with respect to surnames, because the mark "is primarily merely a surname".

- 8. The term "Braniff" is a known surname in the United States. See Exhibit B.
- 9. The word "Braniff", standing alone, has no usage or meaning other than as a surname. *See* Exhibit C.
- 10. The surname "Braniff" regularly appears in news and media thus conditioning American consumers to see the term as a surname. *See* Exhibit D.
- 11. The term "Braniff" looks and sounds like a surname as it is similar to other surnames, such as Braff, Brannin, and Branoff, contributing to a finding that the primary significance of the term is that of a surname.
- 12. The Applications disclaim "INTERNATIONAL" and "INTERNATIONAL AIRWAYS" respectively from Applicant's Marks, thus the application effectively seeks to register only a surname as the addition of the disclaimed terms does not alter the primary significance of the Marks.
- 13. By reason foregoing, Applicant's Marks are primarily merely a surname and should be refused registration under Section 2(e)(4) of the Trademark Act.

Count II False Suggestion of a Connection

- 14. Opposer hereby incorporates Paragraphs 1 through 13 as if fully set forth herein.
- 15. The applied-for marks fall within the prohibition set forth in 15 U.S.C. § 1052(a) as the marks falsely suggest a connection with a company to which they have no rights in.
- 16. Opposer appears to intend to trade under the famous name Braniff which would cause a consumer to make an instant association with Braniff International Airlines, which ceased operations in 1982.
- 17. Applicant's Marks falsely suggest a connection with a famous entity and should be refused registration under Section 2(a) of the Trademark Act.

Conclusion

WHEREFORE Opposer Braniff International Property Company, by counsel, prays that the instant Notice of Opposition be granted and Serial Nos. 86/278,358 and 86/319,634 for the marks and BRANIFF INTERNATIONAL AIRWAYS and design not be permitted to register.

Respectfully submitted this 13th day of November, 2010.

THE TRADEMARK COMPANY, PLLC

/Matthew H. Swyers/
Matthew H. Swyers, Esq.
344 Maple Avenue West, Suite 151
Vienna, VA 22180
Tel. (800) 906-8626
Facsimile (270) 477-4574
mswyers@thetrademarkcompany.com
Counsel for Opposer

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE The Trademark Trial and Appeal Board

In the matter of Serial Nos. 86/278,358 & 86/3	319,634,		
For the marks BRANIFF INTERN	ATIONA	L AIRWAYS,	
Braniff International Property Company,	:		
	:		
Opposer,	:		
	:	Onnogition No.	
vs.	•	Opposition No	
13.	:		
Braniff Holdings, Inc.,	:		
	•		
Applicant.	:		

CERTIFICATE OF SERVICE

I HEREBY CERTIFY that I caused a copy of the foregoing this 13th day of November,

2014, to be served, via first class mail, postage prepaid, upon:

Braniff Holdings, Inc. 200 Park Ave, Suite 1700 New York, NY 10166

> /Matthew H. Swyers/ Matthew H. Swyers





ANNUAL AAAE CONFERENCE & EXPOSITION

Host Airport Sponsor

Reno-Tahoe International Airport

Diamond Wings Sponsors

- Hudson Group
- RS&H

Platinum Wings Sponsors

- Austin Commercial, L.P.
- Jacobs Engineering Group Inc.
- Kaba ADS Americas
- Midwest Air Traffic Control Service Inc.
- Parsons Brinckerhoff and Heery International, Inc.
- Robinson Aviation Inc. (RVA)
- Serco
- Signature Flight Support

Gold Wings Sponsors

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- Diamond Passenger Lift
- **HNTB** Corporation
- Landrum & Brown, Inc.
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- National Air Traffic Controllers Association
- Ross & Baruzzini, Inc.

- Skanska
- Stantec
- Unison Consulting, Inc.
- **URS** Corporation

Silver Wings Sponsors

- Aviation GSE America Inc.
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- Crawford, Murphy & Tilly, Inc.
- CSSI, Inc.
- Gresham, Smith & Partners
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- LeighFisher
- LEO A DALY
- LS travel retail North America
- Mission Aviation Fire-Rescue
- NAVCANatm & Searidge Technologies, Inc.
- SEW-EURODRIVE, Inc.
- Smiths Detection

Bronze Wings Sponsors

- Avis Budget Group, Inc.
- CH2M HILL INC.

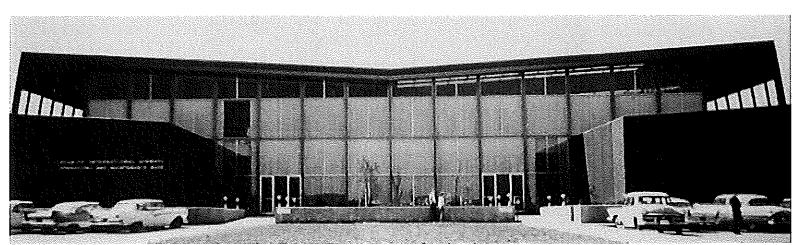
- Exelis
- HDR, Inc.
- Infax. Inc.
- Kaplan, Kirsch & Rockwell LLP
- Landmark Aviation
- Mead & Hunt, Inc.
- **PASSUR Aerospace**
- Ricondo & Associates, Inc.
- Schwarze Industries, Inc.
- SITA, Inc.
- SuperShuttle International, Inc.
- ThyssenKrupp Airport Systems Inc.

Airport Angels

- **AECOM**
- BridgeNet International
- Burns & McDonnell
- Central Parking System
- Clear Channel Airports
- COBUS Industries, LP
- Coffman Associates, Inc.
- DeCosta Consulting, LLC
- Delta Airport Consultants, Inc.
- Departure Media Airport Advertising
- DFS North America
- DM Airports, LTD.
- ESCO-Zodiac Aerospace

- GEO-Jobe GIS Consulting
- Great Lakes Chapter AAAE
- **HMSHost Corporation**
- HSS
- ISS Facility Services, Inc.
- Kadrmas, Lee & Jackson, Inc.
- Kimley-Horn and Associates, Inc.
- L-3 Security & Detection Systems
- Lone Star Specialties, LLC
- Matrix Systems, Inc.
- New Bedford Panoramex (NBP)
- Northeast Chapter AAAE
- Northwest Chapter AAAE
- Rapiscan Systems, Inc.
- Rockwell Collins, Inc.
- **RW Armstrong**
- South Central Chapter AAAE
- Southeast Chapter AAAE
- Southwest Chapter AAAE
- Standard Parking Corporation
- T.Y. Lin International
- The Paradies Shops, Inc.
- TKDA
- TransSolutions, LLC
- Trillion Aviation
- Vanderlande Industries, Inc.
- Woodward & Associates
- Woolpert Inc.

REMEMBER WHEN BRANIFF INTERNATIONAL TYPIFIED STYLE, GRACE, AND ELEGANCE? IT HAS BEEN REBORN AT DALLAS LOVE FIELD.



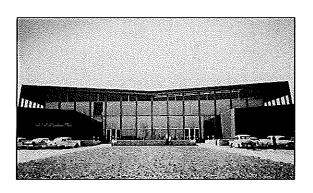
FOR THREE YEARS AN EFFORT HAS BEEN UNDERWAY TO SAVE A HISTORIC PART OF AVIATION HISTORY.... Now you too can be a part of history.

CALL (214) 550-1450 OR YOUR LEASING REPRESENTATIVE TODAY TO PRE-LEASE A PART OF HISTORY.

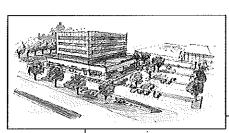


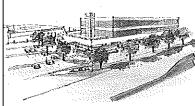
7777 LEMMON AVENUE DALLAS, TEXAS 75209 WWW.SAVEBRANIFF.ORG











DALLAS LOVE FIELD AIRPORT

HISTORIC AVIATION RESTORATION AND REUSE

PROJECT TYPE:

HISTORIC RENOVATION, ADAPTIVE DESIGN, NEW DESIGN, MASTERPLANNING

PROJECT LOCATION:

7701-7777 LEMMON AVENUE, DALLAS, TEXAS

PROJECT BUDGET:

Final Construction Budget Under Review -

Phase 1: Restoration of Historic Braniff Building - \$32,000,000

Phase 2: New Aviation Hangars and Fuel Farm - \$3,000,000

Phase 3: Adaptive Reuse of Parking Garage - \$8,000,000

Phase 4: Mixed Use Tower, New Construction - \$25,000,000

PROJECT DESCRIPTION:

To usher in the coming Jet Age, Braniff International Airways engaged the services of Master Architects William Pereira and Charles Luckman to design the greatest example of Mid-Century Modern industrial design. The result was the historically recognized structure, the iconic Braniff Operations and Maintenance Base, which served the airline from 1958 until its demise in 1982. A maintenance and repair operation continued to operate independently until 2003 when it was closed and it remained abandoned and neglected since its closure.

The goal is to conduct a restoration and reuse of the main building to its former glory as a center of aviation activity and employment. Its artistic integrity and pedigree will be maintained and integrated to the highest standards through the influential use of luminary artists involved in Braniff history including Girard, Calder, Pucci, Halston, and Sardi's. Innovative design will also result in the highest level of green building certification. Within the vast interior spaces encompassing nearly 500,000 square feet, a blend of aviation and various public activities will occur with each of the three floors individually dedicated to the three cornerstones of the property vision: philanthropy, community, aviation.

An existing parking structure constructed in 2000 will be updated and its lower level converted to restaurant/retail spaces. A five story Class A mixed use commercial building will be built on the southern side of the property to accommodate additional office and restaurant/retail demand.

The project will be the premier example of renovation and reuse of Mid-Century Modern architecture. Clients seeking refuge in this development identify themselves as part of an exciting aviation renaissance project.

COMPLETION DATE:

October, 2018





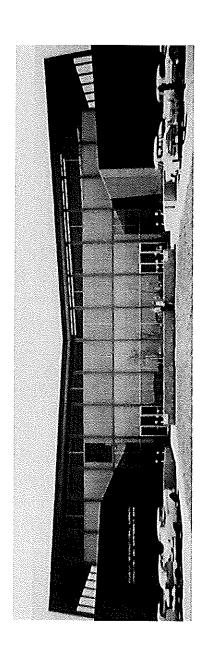


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A N O C R O

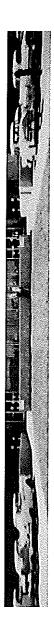
HOME PROJECTS ABOUT CONTACT



FORMER BRANIFF OPERATIONS AND MAINTENANCE BASE

Dedicated in 1958, this iconic structure was designed for Braniff International Airways to usher in the Jet Age. It was built on 28.5 acres at Dallas Love Fleid and featured 140,000 square feet of hangar space and another 225,000 of





FORMER BRANIFF OPERATIONS AND MAINTENANCE BASE

Dedicated in 1958, this iconic structure was designed for Braniff International Ainvays to usher in the Jet Age. It was aviation support shop space and offices. Designed by the Los Angeles architectural firm of Pereira & Luckman, the structure featured numerous firsts for an aviation building suited specifically as an artful example of mid-tentury built on 28.5 acres at Dallas Love Field and featured 140,000 square feet of hangar space and another 225,000 of modern industrial. in 2009. Flying Crown Land Group began an effort to protect the Iconic Dallas structure from the wrecking ball and an way to serve for generations more. Due to the amount of effort placed in this project a dedicated microsite has been over eager airport administration. Four years and thousands of man-hours later, the structure remains and is on its created and can be visited by clicking the logo at right or at: SaveBraniff.org

Braniff











Below is a project specification sheet to describe in detail the plan for redevelopment of this site.



FCLG Braniff OMB Project
Download File

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p. 214-550-1450 f. 214-242-2286 j. info@flyingcrown.org



Search: Terms:

Public Records : Surname last-name(Braniff) maxresults(500)

Total	num	ber f	ound	l: 1	87
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<u>No.</u>	<u>Name</u>	Address	<u>Phone</u>
1 .	BRANIFF, AMANDA	2479 DEER RUN LEWISVILLE, TX 75067-6591	972-315-1718
2.	BRANIFF, ANNE	11012 PINEY ISLAND DR BISHOPVILLE, MD 21813-1458	410-352-3114
3.	BRANIFF, ANTHONY	ATLANTA, GA 30342	404-231-9875
4.	BRANIFF, B	13030 STONELAKE DR FOLSOM, LA 70437-3258	
5.	BRANIFF, B	HOUSTON, TX 77024	713-465-5266
6.	BRANIFF, BARBARA	811 4TH ST LANCASTER, OH 43130-4618	
7.	BRANIFF, BARBARA	1703 CHERIE LN MOUNT VERNON, WA 98274-5336	360-428-2723
8.	BRANIFF, BETTY M	COALPORT, PA 16627	814-672-3288
9.	BRANIFF, BEVERLY S	710 BLUEBERRY RD BLANDINSVILLE, IL 61420-9206	309-652-3786
10.	BRANIFF, BEVERLY	67510 MULBERRY RD LAKEVILLE, IN 46536-9450	574-784-3919
11.	BRANIFF, BILL	22 MAIN ST BUCKSPORT, ME 04416-4112	207-469-3650
12.	BRANIFF, BILL	408 SW NYE AVE PENDLETON, OR 97801-4109	541-276-8129
13.	BRANIFF, BILL	104 TEAKWOOD DR YOUNGSVILLE, LA 70592-5220	337-839-2278
14.	BRANIFF, BOYD	114 CEDAR RDG ROCKPORT, TX 78382-6825	361-727-0667
15.	BRANIFF, BRUCE	3731 KINSALE LN SE OLYMPIA, WA 98501-9118	360-705-4357
16.	BRANIFF, BYRON	11012 PINEY ISLAND DR BISHOPVILLE, MD 21813-1458	410-352-3114
17.	BRANIFF, C T	806 E LINCOLN AVE COLUMBUS, OH 43229-5093	614-888-3032
18.	BRANIFF, C	HOUSTON, TX 77090	281-888-4503
19.	BRANIFF, CANDY R	148 HIDDEN BROOKE CT NEW CASTLE, PA 16105-2934	724-698-7336
20.	BRANIFF, CARI	148 WOOD REVLOC, PA 15948	814-472-8059
21.	BRANIFF, CAROL	603 13TH AVE NE DEVILS LAKE, ND 58301-2815	701-662-2367

22.	BRANIFF, CHARLOTTE	8752 COUNTY 25 HOUSTON, MN 55943-8239	507-896-3819
23.	BRANIFF, CHRISTOPHER	12551 LATONA CT FAIRFAX, VA 22033-5787	703-539-8679
24.	BRANIFF, CHRISTOPHER	KERRVILLE, TX 78028	830-890-5055
25.	BRANIFF, CHRISTY	66 WHITE OAK SMOKERUN, PA 16681	814-378-8708
26.	BRANIFF, CIARA	1224 2ND ST KERRVILLE, TX 78028-3644	830-896-6569
27.	BRANIFF, CLIFFORD J	COALPORT, PA 16627	814-672-3043
28.	BRANIFF, CLYDA	129 N 5TH AVE PADEN CITY, WV 26159-1707	304-337-8137
29.	BRANIFF, CODY	KNOXVILLE, TN 37919	865-212-4150
30.	BRANIFF, CONNIE	703 S 10TH AVE SAINT CHARLES, IL 60174-3213	630-443-0462
31.	BRANIFF, CONSTANCE	200 N ELIZABETH HILLMAN, MI 49746-9047	989-742-2265
32.	BRANIFF, COREY	HOOD RIVER, OR 97031	541-386-1603
33.	BRANIFF, D C	3083 S 34TH ST OMAHA, NE 68105-3668	402-341-8859
34.	BRANIFF, D	4160 ASHLEY AVE PAHRUMP, NV 89061-8768	775-537-6084
35.	BRANIFF, D	ANCHORAGE, AK 99501	907-222-6289
36.	BRANIFF, D	ANGELS CAMP, CA 95223	209-753-2360
37.	BRANIFF, D	FAIRBANKS, AK 99701	907-452-2535
38.	BRANIFF, DALTON C	603 13TH AVE NE DEVILS LAKE, ND 58301-2815	701-662-2367
39.	BRANIFF, DAN	5207 CROWFOOT DR TROY, MI 48085-4095	248-828-3913
40.	BRANIFF, DANIEL	123 HIGHLAND AVE TERRA ALTA, WV 26764-1301	304-789-6675
41.	BRANIFF, DAVID	52 25TH ST WELLSBURG, WV 26070-1006	304-737-1503
42.	BRANIFF, DAVID	3936 LONGFELLOW AVE MINNEAPOLIS, MN 55407-2948	612-729-6546
43.	BRANIFF, DAVID	3530 MARTIN WAY E OLYMPIA, WA 98506-5424	360-539-7731
44.	BRANIFF, DEBORAH	NEW MARTINSVILLE, WV 26155	304-337-8311
45.	BRANIFF, DINA	1900 19TH ST PARKERSBURG, WV 26101-3602	304-422-4597
46,	BRANIFF, DIONNE	1912 IDAHO AVE KENNER, LA 70062-6242	504-472-5184

47.	BRANIFF, DONALD	1200 HARWOOD DR S FARGO, ND 58104-6298	701-298-3257
48.	BRANIFF, DONNA	8975 W HALLS RIVER RD HOMOSASSA, FL 34448-8301	352-628-1180
49.	BRANIFF, DONNA	15050 SW VILLAGE LN BEAVERTON, OR 97007-3627	503-641-5459
50.	BRANIFF, DOREEN	568 CAMBRIA AVE CAMBRA, PA 18611	814-472-6847
51.	BRANIFF, DOREEN	568 W HIGHLAND AVE EBENSBURG, PA 15931-1020	814-472-6847
52.	BRANIFF, DORI	123 HIGHLAND AVE TERRA ALTA, WV 26764-1301	304-789-6675
53,	BRANIFF, E	10 KENTBROOK TER KINNELON, NJ 07405-2215	973-838-7024
54.	BRANIFF, EDUARDO	1720 N VISTA ST LOS ANGELES, CA 90046-2235	323-882-6404
55.	BRANIFF, EDWARD	26120 RED OAK CT BONITA SPRINGS, FL 34134-2618	239-495-9045
56.	BRANIFF, EDWARD	337 WOODLAND AVE AVON BY THE SEA, NJ 07717-1253	732-380-0773
57.	BRANIFF, FARRAH	1915 LAUDERDALE ST HOUSTON, TX 77030-4105	713-795-0455
58.	BRANIFF, FRANCISCO	76 N SPRING TRELLIS CIR SPRING, TX 77382-2528	281-465-8962
59.	BRANIFF, FRANK T	321 REEFER HOLLOW RD ELDERTON, PA 15736	724-354-4336
60.	BRANIFF, FRED	850 SARATOGA AVE SAN JOSE, CA 95129-2644	408-249-4019
61.	BRANIFF, G	40 CHAPEL ST MILFORD, CT 06460-8049	203-878-7451
62.	BRANIFF, GARY	68790 CASS ST EDWARDSBURG, MI 49112-9697	269-663-6416
63.	BRANIFF, GARY	9008 GERMAN CEMETERY RD NE MINERAL CITY, OH 44656-8948	330-859-2685
64.	BRANIFF, GERALD	NORTH POLE, AK 99705	907-488-6513
65.	BRANIFF, GREG	45529 HEATHER RIDGE DR MACOMB, MI 48044-4072	586-948-8996
66.	BRANIFF, GREGORY	8438 PRESTBURY DR ORLANDO, FL 32832-6319	407-286-3656
67.	BRANIFF, HEATHER	ELKHART, IN 46517	574-830-5430
68.	BRANIFF, J	10 KENTBROOK TER KINNELON, NJ 07405-2215	973-838-7024
69.	BRANIFF, J C	452 E LIONSHEAD CIR VAIL, CO 81657-5206	

70.	BRANIFF, J	HOUSTON, TX 77024	713-647-6161
71.	BRANIFF, JACKIE	RR 4 CLEARFIELD, PA 16830	814-765-2209
72.	BRANIFF, JACQUELI	1906 GREEN VIEW WAY TOMS RIVER, NJ 08753-7333	732-228-7761
73.	BRANIFF, JAMES M	330 E 75TH ST NEW YORK, NY 10021-3082	212-472-0301
74.	BRANIFF, JAMES	12475 BARRINGTON CT FORT MYERS, FL 33908-2435	239-362-0293
75.	BRANIFF, JAMES E	475 DUER RD SEBASTOPOL, CA 95472-3807	707-823-0309
76.	BRANIFF, JAMES	6131 LYNBROOK DR HOUSTON, TX 77057-1138	713-780-3551
77.	BRANIFF, JAMES J III	4021 PIPING ROCK LN HOUSTON, TX 77027-3916	713-621-4544
78.	BRANIFF, JAS	1814 SETTLERS CT RICHMOND, TX 77406-2149	281-342-8603
79.	BRANIFF, JEFF	177 HARDING AVE REVLOC, PA 15948	
80,	BRANIFF, JESSICA	11642 TYNDEL CREEK DR JACKSONVILLE, FL 32223-7472	904-647-9089
81.	BRANIFF, JIM	21360 W HIGHLAND DR LAKE ZURICH, IL 60047-8837	847-550-6940
82.	BRANIFF, JOHANNA	4426 S ELM ST TEMPE, AZ 85282-7301	480-656-0732
83.	BRANIFF, JOHN	2004 NW 16TH ST OKLAHOMA CITY, OK 73106-2035	405-702-0408
84.	BRANIFF, JOHN	13012 S 30TH ST BELLEVUE, NE 68123-2107	402-991-9391
85.	BRANIFF, JOHN R	275 BACKACRE RD KERRVILLE, TX 78028-9646	830-895-4475
86.	BRANIFF, JOHN P	7707 W BRITTON RD OKLAHOMA CITY, OK 73132-1512	405-721-8233
87.	BRANIFF, JOHN	3135 FONDREN ST LA PORTE, TX 77571-7047	281-402-5181
88.	BRANIFF, JOHN	12 MERCER AVE SPRING LAKE, NJ 07762-1268	732-974-9137
89.	BRANIFF, JOHN	7310 US HIGHWAY 301 N ELLENTON, FL 34222-3400	941-723-0377
90.	BRANIFF, JOSH	1915 WINDING HOLLOW DR GROVE CITY, OH 43123-4791	614-991-4728
91.	BRANIFF, JR THOMAS	4621 LAKE LOUISE AVE METAIRIE, LA 70006-2439	504-889-2655
92.	BRANIFF, JUSTIN	478 PARKSIDE POINTE BLVD APOPKA, FL 32712-3362	407-880-3016

93.	BRANIFF, KARI	806 E ACACIA LN ELLENSBURG, WA 98926-2139	509-925-5496
94.	BRANIFF, KC	944 HIGHWAY 75 TEKAMAH, NE 68061-4180	402-374-2616
95.	BRANIFF, KENDALL	SANTA ROSA, CA 95409	707-537-1237
96.	BRANIFF, KENNETH	BIGLER RD CLEARFIELD, PA 16830	814-765-5945
97.	BRANIFF, KENNETH A JR.	RR 4 CLEARFIELD, PA 16830	814-765-2209
98.	BRANIFF, KENNETH A	BREMERTON, WA 98312	360-692-9528
99.	BRANIFF, KENT	SANTA BARBARA, CA 93110	805-569-3695
100,	BRANIFF, KEVIN	139 DEWEY AVE GROTON, CT 06340-3337	860-326-5892
101.	BRANIFF, KEVIN	10 LIBERTY CT HOWELL, NJ 07731-1615	732-730-8211
102.	BRANIFF, KIMBERLY	251 SUMMERLAKE LN NEWPORT NEWS, VA 23602-8300	757-249-9606
103,	BRANIFF, KYLE	125 ADAIR LN LAFAYETTE, LA 70508-4061	337-456-8707
104.	BRANIFF, LARRY	1703 CHERIE LN MOUNT VERNON, WA 98274-5336	360-428-2723
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110.	BRANIFF, M	BETHANY, OK 73008	405-470-1892
111.	BRANIFF, MARGARET	30 PAULEY RD COSTA, WV 25051-9724	304-833-6380
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113.	BRANIFF, MARIA	11012 KINGSTON ST WESTCHESTER, IL 60154-4906	708-836-1818
114.	BRANIFF, MARILYN K	4400 S BANNOCK ST ENGLEWOOD, CO 80110-5704	303-761-8126
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116.	BRANIFF, MARK	3018 STONE CASTLE LN SANDY HOOK, VA 23153-2253	

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121.	BRANIFF, MICHAEL	1165 LIBBET DR N WESTERVILLE, OH 43081-1163	614-423-7160
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174.	BRANIFF, THOMAS	NAPERVILLE, IL 60540	630-717-0640
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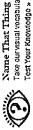


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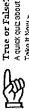
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THE MEMO BLOG

News, discussion and information about the National September 11 Memorial & Museum

MAY

Counterterrorism Expert Bill Braniff Presents "Understanding Al-Qaeda": Watch Now (Updated)

16:37 pm / By Lynn Rasic in From the Memorial, From the Museum, General

Learn about Al-Qaeda's history and ideology from counterterrorism expert Bill Braniff, the director of external education at West Point's Combating Terrorism Center. Braniff offered an insightful and engaging lecture on May 19 as part of the 9/11, Today and Tomorrow speakers series at the 9/11 Memorial Preview Site, 20 Vesey St.

Braniff's lecture is now available online through THIRTEEN Forum. You can watch his talk and past "9/11, Today and Tomorrow" events here.

Don't miss the upcoming speakers series event, "Escaping the Taliban," on Wednesday, June 23. **David Rohde**, a two-time Pulitzer prize winning reporter for the New York Times, has covered conflicts in Afghanistan, Iraq and other countries. From November 2008 to June 2009, he was held captive by the Taliban before escaping. He is the co-author of the forthcoming book "A Rope and A Prayer: The Story of A Kidnapping." A five-part series that Rohde wrote on his captivity and escape

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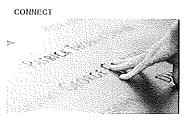














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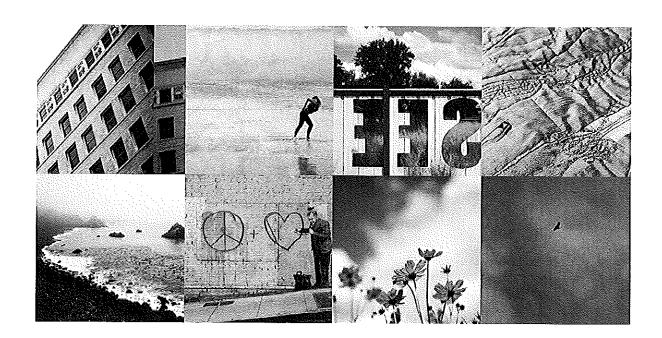
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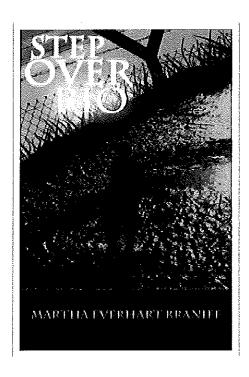






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Over the past thirty years, Braniff has worked with victimized children, advocating for their rights through the courts, dealing with children of gang members, and endeavoring to help illegal kids caught in the treacherous web of child trafficking. Step Over Rio is Braniff's fictional exploration of very real and timely issues affecting hundreds of thousands of youths every year.

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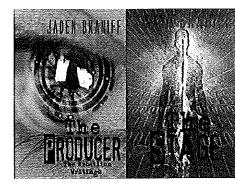
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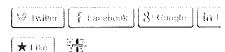
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Tim graduated from Yakima Valley Community College in June, 1983, with an Associate of Arts Degree in Mid-Management and a Bachelor of Science Degree in Business from City University of Seattle in December 2010.

Tim began his law enforcement career in 1983 with the Zllah Police Department. He started his employment with the Washington State Patrol on March 4, 1986, as a trooper cadet and was commissioned as a Trooper on January 9, 1987.

Tim worked his way up through the ranks of the Washington State Patrol to Captain working in various assignments throughout the agency Including Field Operations, Technical Services,

Professional Standards, and the Investigative Assistance Division before retiring on February 11, 2011.

Leadership Information

Sheriff John Snaza

Undersheriff Tim Braniff

Executive Aide Traci Gurley

Chief Dave Pearsall

Chief Brad Watkins

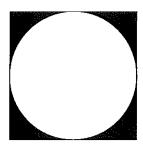
Chief Todd Thoma

Financial Services Manager <u>Heldi Thomsen</u>

Tim is a graduate of the FBI National Academy and continues to serve as a board member of the Washington State Chapter of the

On February 14, 2011, Tim was appointed by Sheriff John Snaza to serve as Undersheriff for the Thurston County Sheriff's Office. As Undersheriff, he is responsible for the overall operations of the Sheriff's Office, which consists of 206 employees and a budget

During his off-duty time, Tim enjoys spending time with his family skiing, fishing, and working in his yard.



Bill Braniff

Executive Director
National Consortium for the Study of Terrorism and Responses to Terrorism
University of Maryland, College Park

Bill Braniff is the Executive Director of the National Consortium for the Study of Terrorism and Responses to Terrorism (START). He previously served as the Director of Practitioner Education and an Instructor at West Point's Combating Terrorism Center (CTC). There he led the practitioner education program, the nation's largest provider of counterterrorism education to federal, state and local governmental audiences.

Braniff is a graduate of the United States Military Academy at West Point. Following his Company Command as an Armor Officer in the U.S. Army, Braniff attended the Johns Hopkins University School of Advanced International Studies (SAIS) where he received a master's degree in international relations. Upon graduation, Bill worked in the nuclear counterterrorism field at the Department of Energy's National Nuclear Security Administration, and as a research associate with the CTC Harmony Project at West Point.

Braniff lectures frequently for counterterrorism audiences including the Federal Bureau of Investigation, Joint Special Operations University, the United States Attorneys' Office and Immigration and Customs Enforcement. Braniff has also taken a keen interest in the field of Countering Violent Extremism (CVE). He has consulted with the Department of Justice, the FBI and the National Security Staff, playing a key role in an interagency working group dedicated to the topic. In June of 2013, Braniff testified before Congress on American attitudes toward terrorism and counterterrorism.

Braniff is also heavily involved in public education. His speaking engagements include several Council on Foreign Relations and World Affairs Council events in cities around the country. In May of 2010, Bill took part in the National September 11th Museum and Memorial Speaker Series and is featured in the Museum's educational webcast series. He has been interviewed on numerous occasions by National Public Radio, the Wall Street Journal and by a host of additional international, national and local print and radio media outlets.



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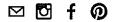


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Edward Braniff, Chief Operations Officer

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Ed Braniff has been at HighWire since June 2011, reporting to Tom Rump. He has been an integral part of HighWire's strategic direction, operational planning, organizational redesign and investment decisions. Throughout Ed's career he has driven operational change, enhanced systems and process controls, unifying product offerings and operational organizations.

Ed worked for AT&T for 27 years, as Chief Financial Officer for their technology and network division, an organization with over 20,000 people, following a long career touching on the sales, operational and financial divisions. Since 1996, Ed has held senior level positions: with a technology startup in Virgina; as the CFO for Ceder Group North America, the Financial Director of the company in London, and the Chief Operating Officer of North American operations. Ed has provided interim management and held CFO, President and CEO positions in the automotive and packaging industry in the US and in Israel.

Ed has an undergraduate and MBA degree from Rutgers University and a JD from Seton Hall University.

Ed and his wife Joanne have been married for 41 years and have 2 children and 4 grandchildren.

[«] back to Leadership Team

CONTACT INFORMATION

Edward Braniff
Chief Operations Officer
ebraniff@highwire.stanford.edu

phone: 650-723-2019 fax: 650-725-9335

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Charlie Braniff

Class: RS Junior Experience: High School

Hometown: St. Cloud, Minn.

High School: St. Cloud Tech



2013-14 SOPHOMORE SEASON:

Fall 2013:Played in the Gopher invitational as an individual, tying for 30th at 8-over (221)• finish, score and score to par at the Gopher invite were career bests •posted career-low rounds of 73 in the first two rounds• also played in the Crow River JV Shootout.

2012-13 • FRESHMAN SEASON:

Played in two tournaments for the Gophers this season • recorded a stroke average of 77.33 • fired a season-low 75 in at the Snowman Getaway • also secured his lowest 54-hole score of the season at the Snowman Getaway with a combined score of 228.

2011-12:

Redshirted

HIGH SCHOOL:

Four year letterwinner for St. Cloud Tech golf team • coach was Daryl Schomer • won Minnesota State High School individual title as a junior, defeating current teammates Kyle Beversdorf & Tyler Lowenstein by two strokes • All-State selection during junior • season • won Central Lakes Conference individual title as a junior • three-time all-conference selection • also lettered in hockey and concert choir • hockey coach was Neil Andruschak.

PERSONAL:

Born June 21, 1993 • son of Paula Bolf and Mike Braniff • cousin Robert Bolf was a member of the Golden Gopher

Chatter

#Gophers

Total



Year	Tournaments	Rounds	Strokes	Average	• Par To	op 10 Finishes Lo	w Round
2012-13	2	6	464	77.33			75
2013-14	2	4	303	75.75	•		73

76.70

CAREER BESTS:

Round: Finish:

73 Gopher Invitational 9/8/13 t-30th Gopher Invitational 9/8-9/13

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Lauren Braniff



Managing Editor, Microfinance Gateway

Lauren Braniff joined CGAP in 2006 and is the Managing Editor of the Microfinance Gateway on CGAP's Knowledge Products and Communications team. She is responsible for content development and the editorial strategy for the Gateway sites. Prior to joining the Gateway in 2011, she spent five years with CGAP's Technology Program, including three years as manager of the Information Systems Program.

Before joining CGAP, Braniff worked in microfinance operations with an MFI in Cambodia and has background in microenterprise development and education policy. She holds a master's degree in international development from SAIS at Johns Hopkins University and a bachelor's degree from the University of California, Berkeley.

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Dr Maire Braniff

Lecturer in Sociology Institute for Research in Social Sciences

Room 12L15
School of Sociology and Applied Social
Studies
University of Ulster
Jordanstown campus
Shore Road
Newtownabbey
Co. Antrim

BT37 0QB

phone-email



+44 28 90366542



m.braniff@ulster.ac.uk

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Thomas Elmer Braniff

From Wikipedia, the free encyclopedia

Thomas Elmer Braniff (December 6, 1883 – January 10, 1954) was an original co-founder of Braniff International Airways, along with his brother Paul Revere Braniff. Known as Tom Braniff, he was also a noted insurance pioneer in Oklahoma. In 1928 he formed Paul R. Braniff, Inc., with his brother Paul Braniff, to operate schedule air carrier flights between Oklahoma City and Tulsa, Oklahoma. [1][2]

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1950 Braniff file photo of Braniff Airways Founder and President Thomas Elmer Braniff.

Early Years and Family

Thomas Elmer Braniff was born on December 6, 1883, in Salina, Kansas. He was the oldest of six children that included his younger brother Paul, as well as two other brothers and two sisters. His parents were John A. Braniff (father) and Mary Catherine Baker Braniff (mother). His father was an early pioneer settler in Kansas having moved to the region from the Altoona, Pennsylvania area where he was a farmer. Tom's family was of Irish ancestry, with his grandfather Patrick Braniff, having migrated to the United States in from Ireland in approximately 1800.^[1]

Tom Braniff's family moved from Salina to Kansas City, Kansas in the mid-1890s. Tom attended high school at Kansas City High School and worked for Armour and Company, which was a meat packing entity. He also worked as a copy boy at the *Kansas City Star* newspaper. In 1900, the family moved to the new Oklahoma Territory. Tom's father, John, had also worked in the insurance industry and Tom joined his father in the business at Oklahoma City. Thomas Elmer Braniff was not to remain in his father's insurance business for long choosing instead to create his own agency. However, due to age restrictions for opening an agency in Oklahoma City, Tom had to look outside the area to form his agency. He went to Bridgeport, Oklahoma, and opened his agency. Bridgeport was twenty five miles to the West of Oklahoma City. [3]

From this agency Tom sold fire and tornado insurance. Oklahoma, known for its violent tornadoes, was to spawn a twister that would wipe out the fledgling agency as well as the insurance company that had to pay the claims. The tornado hit the Bridgeport settlement late at night destroying much of the town. Young Tom had sold many policies, door to door, to the settlers. The claims were too numerous for the agency or the insurance company to survive and Tom Braniff had to start over. Tom used the earnings from his new business to pay off the claims from the Bridgeport tornado that had not already been settled.^[3]

At the age of 18 in 1901, Tom returned to his home of Oklahoma City and founded a partnership with Frank Merrill. Merrill was a 40 year old traveling salesman and the two elected to sell farm insurance. The two unlikely partners formed the Merrill and Braniff Agency. Their first year earnings netted them 400 USD each which was barely enough to keep the agency in business.^[1]

On October 26, 1912, he married Bess Thurman. They would have two children; a son, Thurman Braniff, and a daughter Jeanne Braniff. Thurman would be killed in a training aircraft crash at Oklahoma City in 1938 and Jeanne Braniff would die while giving childbirth ten years later in 1948.^[1]

Insurance Pioneer

Tom Braniff bought out Merrill in 1917 and renamed the firm T.E. Braniff Insurance Company.^[1] In 1924, he created Braniff Investment, Co., by buying out a partner in a loan firm. By this point Braniff had created one of the most successful insurance firms in the Southwest and was well known for a creative plan involved using surety bonds to guarantee first-mortgage debt.^[1]

In 1921, Thomas Elmer Braniff, built the first skyscraper in Oklahoma City. Named The Braniff Building, it would house Braniff's business entities and serve as the main company headquarters. Mr. Braniff would continue on to found Prudential Fire Insurance Company in 1928 and then in 1929, Kansas City Fire Insurance Company. [1]

Aviation Pioneer

In 1927, Tom Braniff joined forces with several investors and created Oklahoma Aero Club. They purchased a used aircraft and operated a flight school, aircraft dealership, parts distributor and air taxi operator. Tom Braniff bought out all of his partners and joined with his brother Paul Revere Braniff to form Paul R. Braniff, Inc. The new Braniff Airlines would operate scheduled air carrier flights between Oklahoma City and Tulsa, Oklahoma, a distance of 116 miles. Paul Braniff acted as President of the new company, with Tom as Vice-President. In 1929, Paul R. Braniff, Inc. was sold to Universal Aviation Corporation to form a group of companies to operate transcontinental airmail network. [3]

Braniff Airlines, Inc. was formed with Paul Braniff as Executive Vice President. Tom Braniff was no long a part of this new Braniff operation. The company was eventually shut down by AVCO or Aviation Corporation of America after they purchased Braniff's holding company Universal even though Braniff flew the most passengers of all divisions.^[3]

In 1930, Tom Braniff and his brother Paul founded a new airline. It was incorporated as Braniff Airways, Inc. and began operations from Oklahoma City to Tulsa and Oklahoma City to Wichita Falls, Texas, using Lockheed Vega aircraft.^[3]

Tom Braniff knew that investment in any aviation entity was a risky proposition and felt that trying to raise capital to grow Braniff with should be presented to investor's who could not be financially ruined if the aviation venture were to fail. Mr. Braniff was very aware of the plight of his fellow man and the need to protect a single person from personal ruin. As a result of this belief he created what was called the B Line Club. Braniff was in need of capital to finance new aircraft to service the new routes that would be awarded by the CAB and Tom Braniff felt that because of the 1938 Act that the risk of investment had been modified but was still evident. [4]

In 1938, Mr. Braniff had initially looked for an investment banker in New York to help him with a public offering of his stock. However, he was not successful in garnering a banker to market his airline's shares but he did meet with one banker that would be interested if Braniff could prove that there was interest in his shares. As a result of this, Tom started the B Line Club in major cities and offered only 100 shares to each possible investor. He headed to Kansas City where he was well known in the insurance business and sold his first 100 share investment at 27.50 USD per share to Frank Phillips, the founder of Phillips 66, and an original investor in the 1927 Oklahoma Aero Club.^[4]

Tom Braniff set up B Line Clubs in Oklahoma City, Dallas, Houston, San Antonio, Corpus Christi, and Austin. In a very brief period Mr. Braniff had procured 21 members in his moderate risk airline investment group in Kansas City alone. By the mid 1950s, one of the original shares in the B Line Club were, as a result of stock splits, equal to six shares. A successful public offering of Braniff stock was made, in 1938, as a result of the success of the B Line Club which clear showed that there was public interest in the shares of Braniff Airways. The offering was not made via a Wall Street banking firm but by a Washington DC banker by the name of Ferdinand Eberstadt. [4]

Mr. Eberstadt was specialized in offering to the public shares of family owned corporations. Mr. Braniff and Mr. Eberstadt met and a deal was struck and the first offering was oversubscribed. A second larger and equally successful public offering was made several years later. Mr. Eberstadt became a Braniff Airways Board Member and was on the Board for over eleven years.^[4]

The unique innovation of Tom Braniff put Braniff on the map not only as a leader in air transportation but also in raising capital and minimizing investor risk.^[4]

Braniff Airways, Inc. d/b/a Braniff International Airways was the only US air carrier that retained the original owner's name throughout its entire history of operation.^[5]

Honors

- Knight of Malta and a Knight of the Order of the Holy Sepulchre of the Catholic Church
- Granted the title of Knight Commander of the Order of St. Gregory the Great by Pope Pius XII, in 1944.
 The highest honor that can be bestowed on a layman.
- Honorary Degree, Southern Methodist University, Dallas, Texas
- Honorary Degree, Oklahoma City University, Oklahoma City, Oklahoma
- Aviation Man of the Year, 1952, University of Denver, Denver, Colorado^[1]

Board Memberships

- Founded the World Organization for Brotherhood, from which he later received the first American citation for his work.
- Catholic Cochairman of the National Conference of Christians and Jews from 1946 until 1954
- Chairman of the Transportation and Commerce Committee of the United States Inter-American Council on Commerce and Production
- Honorary member of Delta Phi Epsilon, foreign service fraternity^[1]

Blakley Braniff Foundation

Texas Senator William A. Blakley, who in 1961 was appointed to then Senator Lyndon B. Johnson's seat after LBJ was elected Vice President of the United States, created with Tom Braniff, the Blakley Braniff Foundation. Thomas Elmer Braniff created the Braniff Foundation in 1944 for the purpose of supporting educational, religious, scientific and research endeavors. It became the Blakley Braniff Foundation after Mr. Braniff's death in 1954. Senator Blakley was the largest shareholder of Braniff International Airways and donated 100 Million USD to the Blakley Braniff Foundation. [6] In 1966, through a \$7,500,000 dollar grant from the Foundation to the small private University of Dallas, the Braniff Graduate School of Liberal Arts which included the Braniff School of Management. [7] This grant also made possible the construction of the Braniff Graduate Center Building as well as the Braniff Mall and Memorial Gardens as well as the iconic Braniff Memorial Tower. The Braniff Memorial Tower was dedicated to the memory of Thomas Elmer Braniff and his wife Bess Thurman Braniff. [7]

Death

On Sunday, January 10, 1954, Thomas Elmer Braniff was killed in a private plane crash in Louisiana. Tom Braniff along with nine other noted businessmen from Texas and Louisiana, were on a duck hunting trip sponsored by United Gas Company. The duck hunting trip was conducted near Grand Chernier, Louisiana. The group was traveling aboard a Grumman Mallard twin engine aircraft and encountered severe icing while the return trip home from Grand Chernier. The Pilot, Bobby Huddleston, who was employed by United Gas, tried desperately to save the aircraft but was unable to maintain altitude due to the fast accumulating ice on the wings and fuselage. Huddleston radioed that he was going to try to make it to Shreveport, Louisiana, just across the Texas border in Northern Louisiana. [8]

The flight was operating near sundown which made visibility even worse coupled with the icy conditions. A fast moving cold front had pushed the icing conditions much further South than had been expected. [8] The pilot instructed the co-pilot to radio Shreveport that they would try to land the aircraft at nearby Wallace Lake. The aircraft had accumulated too much ice to make Shreveport. At 5:50 PM the Grumman Mallard carrying Thomas Elmer Braniff crashed short of its intended emergency landing spot, into the wooden cabins of a fishing camp that was located on the North Shore of Lake Wallace. Mr. Braniff and the other occupants, the pilot and copilot were killed instantly. [8]

A large Mass was conducted at the Sacred Heart Cathedral in Dallas, Texas, at 10:00AM on January 13, 1954. Over 1100 people crowded into the cathedral to pay respects to the Braniff CEO. Mr. Braniff was interred at Calvary Hill Cemetery in Dallas, Texas. He was preceded in death by his only son, Thurman Braniff in 1928, and his only eldest daughter Jeanne Braniff Terrell in 1948. Thurman ironically died in a training airplane crash in

Oklahoma City. Jeanne Braniff died during childbirth. Tom Braniff's death was quickly followed by his brother Paul Revere Braniff, of bone cancer in June, 1954. Tom Braniff's wife Bess Braniff died quietly in her sleep on August 23, 1954. She was buried next to her husband at Calvary Hill Cemetery.^[9]

Probation of Will

Thomas Elmer Braniff's Last Will and Testament was filed for probate in Dallas County Probate Court on January 16, 1954. In the will Mr. Braniff left Braniff stock to Mrs. Braniff and other family members. He left the remainder of his Braniff stock to key executives of Braniff Airways, with the remainder going to the Blakely Braniff Foundation. He also left special bequeaths to employees at the Braniff Building in Oklahoma City and E.E. Doggett of Oklahoma City, Oklahoma, who was in the insurance business with Mr. Braniff for over thirty years. [9]

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External links

- Braniff Flying Colors Historical Page (https://www.facebook.com/braniffflyingcolors?fref=ts)
- Thomas Elmer Braniff (http://www.findagrave.com/cgi-bin/fg.cgi?page=gr&GRid=20761) at *Find a Grave*Thomas Elmer Braniff

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